

Claims

- [c1] 1. A method of organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages on a portal page comprising the steps of:
- providing a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme; and
 - modifying said map to provide information regarding said common theme when a cursor is placed over one of said active areas.
- [c2] 2. The method of claim 1 further comprising the step of:
- grouping said active areas such that active areas related by a common concept are placed on said map in close proximity to each other
- [c3] 3. The method of claim 1 wherein said active areas are shown as representations of buildings on said map.
- [c4] 4. The method of claim 3 further comprising the steps of :
- displaying the interior of a building when said active area represented by said building is selected; and
 - displaying said plurality of hyperlinks having a common theme on the interior of said building.
- [c5] 5. The method of claim 1 further comprising the step of:
- displaying a button which, when selected by a user, will re-display said map, without regard to where said user has navigated.
- [c6] 6. The method of claim 1 further comprising the step of:
- displaying a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map.
- [c7] 7. The method of claim 1 further comprising the step of:
- temporarily displaying static images at random locations on said map.
- [c8] 8. The method of claim 7 wherein said images contain hyperlinks to web

pages.

- [c9] 9. The method of claim 1 further comprising the step of: temporarily displaying images which appear to move across said map.
- [c10] 10. The method of claim 9 wherein said images contain hyperlinks to web pages.
- [c11] 11. The method of claim 1 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
- [c12] 12. The method of claim 11 further comprising the step of customizing said visual representation to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
- [c13] 13. The method of claim 12 further comprising the step of providing a link which, when activated, displays a listing of one or more other portal pages, each of which has a visual representation customized for a different culture
- [c14] 14. A user interface for organizing and displaying a plurality of hyperlink addresses associated with a plurality of corresponding web site pages comprising:
a visual representation of a map having a plurality of active areas thereon, said active areas representing individual hyperlinks or a plurality of hyperlinks having a common theme, wherein said map is modified to provide information regarding said common theme when a cursor is placed over one of said active areas.
- [c15] 15. The user interface of claim 14 wherein said active areas related by a common concept are placed on said map in close proximity to each other.
- [c16] 16. The user interface of claim 14 wherein said map represents a village and further wherein said active areas are shown as representations of buildings and other common structures typically found in a village.
- [c17] 17. The user interface of claim 16 further comprising a display of the interior

of a building, which is shown when said active area represented by said building is selected, said display of said interior of a building displaying all hyperlinks having a common theme associated with said active area.

- [c18] 18. The user interface of claim 14 further comprising a button which, which selected by a user, will re-display said map, without regard to where said user has navigated.
- [c19] 19. The user interface of claim 14 further comprising a navigation bar having a plurality of buttons corresponding to said plurality of active areas on said map.
- [c20] 20. The user interface of claim 11 further comprising one or more static images which are temporarily displayed at random locations on said map.
- [c21] 21. The user interface of claim 20 wherein said images contain hyperlinks to web pages.
- [c22] 22. The user interface of claim 14 further comprising one or more moving images which are temporarily displayed on said map.
- [c23] 23. The user interface of claim 22 wherein said images contain hyperlinks to web pages on said Internet.
- [c24] 24. The user interface of claim 14 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
- [c25] 25. The method of claim 24 further comprising the step of customizing said visual representation to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
- [c26] 26. The method of claim 25 further comprising the step of providing a link which, when activated, displays a listing of one or more other user interfaces, each of which has a visual representation customized for a different culture.
- [c27] 27. A method of accessing a plurality of web site pages by collecting,

organizing and visually presenting representations of a plurality of hyperlink addresses associated with said web site pages, said method comprising: displaying a plurality of buildings on a map layout wherein each of said buildings are representative of categories of information items having a common theme; organizing each of said plurality of buildings into districts, said districts representative of a common concept among said buildings illustrated therein.

- [c28] 28. The method of claim 27 further comprising the step of:
modifying the appearance of said buildings when a cursor is place thereover.
- [c29] 29. The method of claim 27 wherein said modifying step comprises displaying information relating to said common theme.
- [c30] 30. The method of claim 27 wherein said buildings represent a plurality of commercial or retail establishments.
- [c31] 31. The method of claim 27 further comprising the step of displaying a navigation bar.
- [c32] 32. The method of claim 31 wherein said navigation bar dynamically changes based on the position and/or interaction of a cursor with respect to said districts.
- [c33] 33. The method of claim 27 further comprising the step of temporarily displaying static or moving images at random locations on said map.
- [c34] 34. The method of claim 33 wherein said images display advertisements for said commercial or retail establishments.
- [c35] 35. The method of claim 33 wherein said images contain hyperlinks to said commercial and retail establishments.
- [c36] 36. The method of claim 27 further comprising the step of providing a

means for a user to return to said map display, without regard to where said user has navigated using said hyperlinks.

- [c37] 37. The method of claim 27 further comprising the step of displaying said hyperlinks in a textual fashion.
- [c38] 38. The method of claim 27 wherein said plurality of web site pages associated with said plurality of hyperlink addresses are culturally localized.
- [c39] 39. The method of claim 38 further comprising the step of customizing said map layout to provide a cultural theme, said cultural theme being associated with said plurality of culturally localized web site pages.
- [c40] 40. The method of claim 39 further comprising the step of providing a link which, when activated, displays a listing of one or more other map layouts, each of which is customized for a different culture.

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